

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Art Unit 3625

Davis et al.

Confirmation No. 5321

Application No.: 09/502,542

Filed: February 10, 2000

For: METHOD AND SYSTEM FOR  
FACILITATING ON-LINE SHOPPING

**VIA ELECTRONIC FILING**

Examiner: M. Fadok

Date: September 10, 2007

**INFORMATION DISCLOSURE STATEMENT**

COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

Applicants submit herewith information of which they are aware, and which they believe may be material to the examination of the application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. § 1.56. The information is listed on the attached Form PTO-1449 and copies of the non-patent publications and attached.

The submission of information on the attached Form PTO-1449 is not intended as an admission that any such information constitutes prior art against the claims of the application under examination. Applicants do not waive any right to take any appropriate action to antedate or otherwise remove any information from the attached Form PTO-1449.

No fee is required since this document is being submitted with a Request for Continued Examination.

If a fee is required, please charge to Deposit Account No. 50-1071 any fees that may be required for considering this Information Disclosure Statement under 37 C.F.R. § 1.17(p).

Date: September 10, 2007

**CUSTOMER NUMBER 23735**


Phone: 503-469-4800

FAX 503-469-4777

Respectfully submitted,

DIGIMARC CORPORATION

By

  
William Y. Cornwell

Registration No. 31,943

<b>INFORMATION DISCLOSURE STATEMENT</b>	Docket: 60109	Ser. No.: 09/502,542
	Applicant: Davis et al.	
	Filed: February 10, 2000	Group: 3625

US Patent Documents				
Ex'r Initial	Number	Date	Inventor	Class
	5612868	3/18/97	Off et al.	
	5642485	6/24/97	Deaton et al.	
	5848399	12/8/98	Burke	
	5950173	9/7/99	Perkowski	
	6055513	4/25/00	Katz et al.	
	6129274	10/10/00	Suzuki	
	6189790	2/20/01	Walter	
	6263978	5/22/01	Tuzhilin	
	6311214	10/30/01	Rhoads	
	6343274	1/29/02	McCollom et al.	
	6415262	7/2/02	Walker et al.	
	6925444	8/2/05	McCollom et al.	
	7143055	11/28/06	Perkowski	
Foreign Patent Documents				
Ex'r Initial	Number	Date	Country	Class
Other References				
Ex'r Initial	Cite			
	Degeratu et al, Consumer Choice Behavior in Online and Traditional Supermarkets, e-Business Research Working Paper 3-1999, Penn State, 47 pp. 2000.			
	Evans, Getting Real About Virtual Commerce, Harvard Business Review, Nov-Dec 1999.			
	Kania, Peas in a Pod - Behind Personalization, clickz.com, April 20, 1999.			

Examiner Signature:	Date Considered:
<p>*Examiner: Initial if considered, whether or not in conformance with MPEP 609; draw line through cite if not in conformance and not considered. Include copy of this form with next communication to applicant.</p>	